

Attachment 7 - Disadvantaged Communities

West Basin has utilized the CalEnviroScreen tool to determine which Disadvantaged Area Communities (DAC) fall within our service area boundaries. West Basin's headquarters is located within a census tract identified as having a pollution burden of 96%. The "CLEAN" (Conservation, Landscape, Energy and Natural Gas) Project will provide direct, meaningful, and assured benefits to numerous communities similar to ours.

SB 535 provides a list of zip codes and cities for the 25% highest scoring census tracts. In evaluating West Basin's service area in relation to these, several cities were indicated as having concentrated Disadvantaged Area Communities. These are Carson, Gardena, Hawthorne, Inglewood, Lawndale, and LA County Unincorporated areas of Lennox, Athens and Westmont.

West Basin has used 2008-2012 census data to determine the percent of residential households who have previously applied for High Efficiency Toilets, High Efficiency Clothes Washer, and Turf Removal rebates within each city (Appendix A). Over the lifetime that these rebates have been available, cities with the highest proportion of disadvantaged communities show the lowest participation rates. This indicates a great need for incentives and customer services to help residents take advantage of available rebates. Low percentages overall indicates that there is also a need outside of disadvantaged communities.

The "CLEAN" Project will help meet the economic needs of disadvantaged communities while developing more sustainable communities. Comprehensive indoor and outdoor surveys will identify opportunities to install measures aimed at reducing water and energy use. Through water and energy efficiency devices, rebates, education and customer assistance, West Basin will equip customers with the resources to reduce their water and energy bills. Trained surveyors will have knowledge of current Energystar and WaterSense rebates available to customers through West Basin, Metropolitan Water District, So Cal Edison, and the Gas Co.

The project will prioritize disadvantaged communities within its service area by ensuring that at least 75 percent of participants are from such communities. West Basin will develop marketing materials for customers physically located within selected community census tracts. The marketing materials will include door hangers and direct letters that will be used in targeting residents.

According to recent census data approximately 23% of our target audience is Spanish speaking. As such, marketing materials, program resources, and surveying services will be provided in both English and Spanish. West Basin will also work closely with its cities, water retailers and energy utility agencies brainstorm other strategies that can be implemented directly in the community. By doing so, West Basin and its vendor will be able to communicate the program more effectively and change out more devices.

Appendix A

Table 7.1 Installation Address of Residential HET Rebates

City	Total	# residential households*	%	% Non-English	Speak English "Less than Very Well" (%)	Spanish speakers who speak English "less than very well" (%)
Carson	49	18,369	0.3%	54	22.9	12.5
Culver city	79	7,139	1.1%	36	10.1	4.8
El Segundo	20	3,038	0.7%	19	4.9	2.4
Gardena	42	10,176	0.4%	53	25.6	13.7
Hawthorne	55	8,986	0.6%	56	23.0	19.8
Hermosa Beach	34	4,388	0.8%	11	3.8	0.9
Inglewood	221	15,172	1.5%	50	22.9	21.7
Lawndale	30	5,538	0.5%	64	30.4	26.0
Lennox	2	2,799	0.1%	89	45.3	45.2
Lomita	14	4,257	0.3%	39	16.6	9.8
Malibu	31	4,562	0.7%	13	2.6	0.7
Manhattan Beach	92	10,896	0.8%	13	2.6	0.7
Palos Verdes	55	4,824	1.1%	24	6.0	0.5
Rancho Palos Verdes	118	12,501	0.9%	32	11.2	1.0
Redondo Beach	129	12,240	1.1%	25	7.8	3.0
Rolling Hills Estates	24	2,280	1.1%	25	10.8	0.6
Topanga	20	3,172	0.6%	19	4.9	1.3

* Based on 2008-2012 data. Source: <http://quickfacts.census.gov>

Table 7.2 Installation Address of HECW Rebates

City	Total	# residential households	%	% Non-English	% Speak English "Less than Very Well"	% Spanish speakers who speak English "less than very well"
Carson	416	18,369	2.3%	54	22.9	12.5
Culver city	370	7,139	5.2%	36	10.1	4.8
El Segundo	145	3,038	4.8%	19	4.9	2.4
Gardena	363	10,176	3.6%	53	25.6	13.7
Hawthorne	344	8,986	3.8%	56	23.0	19.8
Hermosa Beach	232	4,388	5.3%	11	3.8	0.9
Inglewood	302	15,172	2.0%	50	22.9	21.7
Lawndale	149	5,538	2.7%	64	30.4	26.0
Lennox	6	2,799	0.2%	89	45.3	45.2
Lomita	193	4,257	4.5%	39	16.6	9.8
Malibu	149	4,562	3.3%	13	2.6	0.7
Manhattan Beach	665	10,896	6.1%	13	2.6	0.7
Marina Del Rey	5	95	5.3%	29	10.3	0.3
Palos Verdes Estates	416	4,824	8.6%	24	6.0	0.5
Rancho Palos Verdes	596	12,501	4.8%	32	11.2	1.0
Redondo Beach	911	12,240	7.4%	25	7.8	3.0
Rolling Hills Estates	142	2,280	6.2%	25	10.8	0.6
Topanga	75	3,172	2.4%	19	4.9	1.3

Table 7.3 Installation Address of Turf Removal Rebates

City	Total	# residential households	%	% Non-English	% Speak English "Less than Very Well"	% Spanish speakers who speak English "less than very well"
Carson	33	18,369	0.2%	54	22.9	12.5
Culver city	112	7,139	1.6%	36	10.1	4.8
El Segundo	29	3,038	1.0%	19	4.9	2.4
Gardena	43	10,176	0.4%	53	25.6	13.7
Hawthorne	53	8,986	0.6%	56	23.0	19.8
Hermosa Beach	15	4,388	0.3%	11	3.8	0.9
Inglewood	74	15,172	0.5%	50	22.9	21.7
Lawndale	11	5,538	0.2%	64	30.4	26.0
Lennox	-	2,799	0%	89	45.3	45.2
Lomita	26	4,257	0.6%	39	16.6	9.8
Malibu	35	4,562	0.8%	13	2.6	0.7
Manhattan Beach	86	10,896	0.8%	13	2.6	0.7
Marina Del Rey	-	95	0%	29	10.3	0.3
Palos Verdes Estates	51	4,824	1.1%	24	6.0	0.5
Rancho Palos Verdes	69	12,501	0.6%	32	11.2	1.0
Redondo Beach	126	12,240	1.0%	25	7.8	3.0
Rolling Hills Estates	-	2,280	0%	25	10.8	0.6
Topanga	12	3,172	0.4%	19	4.9	1.3